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63.09
1920 EDITION

RICHARD DIENER COMPANY

INCORPORATED
KENTFIELD: MARIN COUNTY: CALIFORNIA



PETUNIA

Diener's Ruffled Monster—Pink—Illustration one-third actual size

ORIGINATORS AND GROWERS
OF THE LARGEST AND FINEST

GLADIOLI

IN THE WORLD

Notice to Foreign Customers

Money Orders from Foreign Countries should be made out to the post office in San Rafael, California, U. S. A.

Terms of Sale

While we exercise the utmost care to have all our stock true to name, we give no warranty, express or implied, as to crop, and will not be responsible for results, other than to replace stock not true to name.

Cash with order or in advance of shipment. No C. O. D. orders accepted unless at least 20 per cent of amount is sent with order.

We do not ship bulbs or plant orders for less than one dollar (\$1.00). All orders are filled inside of two days after arrival here, so if you have not received your shipment inside of two weeks, notify us at once.

Firms with good standing are given credit from 60 to 90 days. On large orders we will give a reasonable discount. We ship Gladioli from November 1st to April 1st.

After April 1st no bulbs can be had, as this is our last day of planting.

Only bulbs will be shipped this year, as we need all our smaller sizes for propagating. We call a bulb anything from an inch or over in diameter.

Even though it is now very early in the season, some of our varieties have been half sold out, so we advise everybody to send in their orders early, as last year we were sold out with most of the varieties by April 15. For this reason had to return a great amount of money. Although this year we have a much greater number of bulbs on hand than last year, still the demand for our varieties is also much greater. Therefore, we advise you to get your orders in as early as possible, so we can ship before the heavy frosts come in during the months of January and February.

We pack our shipments carefully and there is hardly any danger of them being frozen in transit, but advise if the package should arrive in heavy frosts to leave it in a cool, frost-protected place for at least two weeks before unpacking, so that if they should have been frozen they will gradually thaw out. If they are unpacked in a frozen condition and brought in a warm place, they will be killed instantly, while when they are thawed out slowly in a cool place there will be no danger or injury to the bulbs, as they can stand quite a bit of frost.

We recommend THE FLOWER GROWER to our friends and customers. Published monthly. All flower lovers should be regular subscribers. Subscription price: Three years, \$2.00; one year, \$1.00. Madison Cooper, publisher, Calcium, N. Y.



Kentfield, California

See Special Offer on Reverse Side

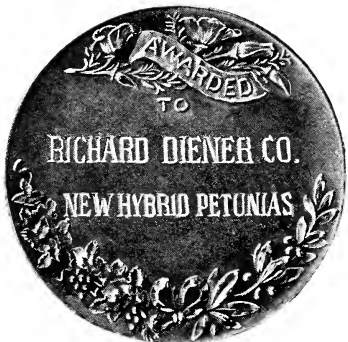
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Medal of Honor
upon
Richard Diener
Kentfield, California



Gold Medal
for
Diener's Ruffled
Monster Petunias
at the
California Land
Show
San Francisco
October 13-28, 1917



Gold Medal
for
Diener's Ruffled
Monster Petunias
at the
California Industries
and Land Show
San Francisco
October 4-19, 1919



Gladioli

GLADIOLUS CULTURE.

Gladioli will grow in almost any kind of soil, but a heavy clay or adobe soil containing some sand seems to be a most ideal ground for them. Have the ground well plowed to a depth of ten or twelve inches and do not use any new straw fertilizer such as fresh horse manure, as this always has a tendency to affect the health of the bulb. A place which has been heavily fertilized the year before is all right. As to the depth of planting the bulb, we rather think this is a matter of locality and each one should make this test on his own grounds. Here we plant our bulbs from two to three inches under the surface, but on light sandy ground we think the bulbs should be planted an inch or two deeper.

The greatest need of Gladioli in order to bring them to perfection is plenty of water from the time they are six or eight inches high until they commence to flower; in fact, all the water they can stand. And even after they have flowered, in order to build out the bulbs they should have just as heavy a watering for at least a month after they are done flowering. This we find in our experience is the most essential thing in growing Gladioli. Do not plant Gladioli in the same place where planted the previous year.

As our Gladiolus varieties are naturally very large, we do not recommend any heavy fertilizing. Heavy fertilizing will produce much larger flowers, but at the same time will lessen the vitality of the bulbs. In case a heavy fertilizer is used the bulbs will easily die during the Winter as a result of it—but we recommend top fertilizing with dry blood and bone meal (equal parts of each), mixed with the soil, working it in with a hoe. Liquid cow manure or liquid sheep manure (if not overdone) is very good, too, without doing any harm to the bulbs.

At all times from the planting till the bulbs are being dug up, the ground should be well cultivated and kept free from weeds. This is very essential.

When the flowers are cut there should be at least four full leaves left on the bulb, and the cutting of flowers should be done by punching the point of a knife sideways into the stem and then cracking the stem over. This is important in order that the bulb may continue its natural growth.

Many people make a great mistake when cutting flowers, as they cut all the leaves away. By doing this the shock on the bulb is so great that many of them will die over the Winter. The new bulbs build out after flowering and need as many leaves as possible to accomplish it. For this reason when cutting flowers spare the leaves.

When flowers are open do not water them when the sun is shining, as this will surely ruin the flowers; water either early in the morning or in the evening.

In ground where the leaves show too light a green, either treat it with Scotch soot or sprinkle the ground with fresh Portland cement. This will darken the leaves and make the plants much healthier.

Under no conditions do we recommend nitrate of soda or any other chemical fertilizers, as they have a bad after effect on the bulbs.

When digging the bulbs do not cut the leaves off at once. Leave them on for at least ten days or two weeks. Pile them out in the open so that the green leaves will throw the moisture out of the bulbs and help the bulbs to ripen naturally. After the green is cut off, leave them in a frost-protected place for at least another two weeks, then clean them and store away for the Winter. They should not be put in boxes deeper than six inches. Give them plenty of ventilation.

Further information on this matter will be gladly given to our customers upon request.

In the following listed varieties, which are all Mr. Diener's own productions, are to be found the greatest advance in the perfection of Gladioli in the world today. These new Gladioli are the result of the discovery by Mr. Diener of a new law in hybridization, through which he is able to double the size of any flower, fruit or grain after each crossing. It would be impossible for anyone not knowing this law to obtain such results.

Although Mr. Diener made his first crossings in Gladioli in 1912 with the then common varieties, such as Baron Hulot, Niagara, Eucharis, America, Mrs. Francis King, etc., the result was that Mr. Diener secured seedlings which took the highest prizes at the Panama-Pacific International Exposition in competition with all the world's largest Gladioli growers. Moreover, be it known that our best varieties now listed and offered for sale were never shown at the World's Fair for fear that, being very valuable, they might be stolen, for we then possessed but a few bulbs of each variety. Our Gladioli exhibit at the P.-P. I. E. in 1915 was everywhere acclaimed to be the chief attraction of the Floral Exhibit. Now as they are grown all over the world today we recommend you to read the testimonials, which are self-explanatory, as to their merit. They have come fully up to our claims that they are the largest and finest in the world; even our ruffled varieties, such as William Kent, Elizabeth Gerberding, Adeline Kent, Sir Roger Casement, Frank J. Symmes and Emilie Ashe, are acclaimed by our customers in the East and elsewhere to be superior to ruffled varieties produced by other hybridizers.

We invite every lover of Gladioli, in the trade as well as amateurs, to visit our place in the flowering season, which is from June to September. Kentfield is fourteen miles from San Francisco, on the Northwestern Pacific Railroad. It takes 55 minutes from the San Francisco ferry building to reach our place, which is a block from Kentfield station.

Our place is closed on Sundays and holidays, but if notified by mail or phone a day or two ahead, the premises will be open. **Tel. No.: San Anselmo 114J.**

Gladiolus Price List

No.		Per Bulb	Per Doz.	Per 100
No. 1.	"MRS. WILLIAM KENT" Light fawn to light ashes of roses; old rose in throat; sometimes lightly striped with rose-pink. The color of this variety is so exquisite and so suitable for cut flowers that we predict that it will soon be more grown than "America" ever was. It is a very rapid propagator. Flowers are 6 inches in diameter and spikes 4 to 5 feet high.....	\$0.50	\$5.00	\$40.00
No. 4.	"SARAH LILLIE" Reddish-lavender; throat ruby, mottled with white. Flowers 5 inches in diameter; spikes 3 to 4 feet high.....	.15	1.00	7.50
No. 9.	"SAUSALITO" Rose pink, overlayed with salmon; brilliant ruby throat; heavy ruffled; flowers 5 inches in diameter, stems 3 to 4 feet high.....			Each 2.50
No. 10.	"ANNA EBERIUS" Dark velvety purple; throat deeper shade; flowers 6 inch in diameter; spikes 3 to 4 feet high; fine, long, well-set spikes.....	Per Bulb .25	Per Doz. 2.50	Per 100 20.00

No. 13.	"SUNSET"	Pale flesh pink, overlaid and striped with rose pink; faint yellow throat; flowers 5 inches in diameter, stems 5 feet high.....	Per Bulb Each	2.00		
No. 19.	"MYRTLE McNALLY"	Cream with touches of rose-pink on edges; ruby in center; canary yellow lip; heavily ruffled; very vigorous growth, with abundant foliage; flowers 6 inches in diameter, spikes 4 to 5 feet high	Per Bulb	1.00	Per 100	7.50
No. 22.	"SAN ANSELMO"	Pure white, slightly striped with ruby pink. Immense free flowering; fine for cut flowers. Flowers 6 inches in diameter, spikes 4 to 5 feet high10	1.00		
No. 23.	"DIENER'S AMERICAN BEAUTY"	Brilliant American Beauty color, with creamy yellow throat; one spike opening a large number of flowers at one time forms an immense bouquet of beauty; flowers 6 to 7 inches in diameter, spikes 4 to 5 feet high.....	.50	5.00	40.00	
No. 24.	"D. J. WHITNEY"	Salmon-flesh, with two striped and spotted yellow and red under-petals; opens in a full cluster at the apex of the stem, giving the appearance of a Canna; flowers 5½ inches in diameter, spikes 4 to 5 feet high. Earliest of all; good for forcing	1.00	10.00		
No. 31.	"PRESIDENT C. C. MOORE"	Salmon-pink, darker throat, steel-blue mottled and striped; nice, long, wiry spikes with flowers well placed; flowers 6 inches in diameter, spikes 6 to 7 feet high.....	1.50	12.00		
No. 32.	"FAIRFAX"	Solid magenta; lip of throat light yellow with a deep magenta spot; flowers 5½ inches in diameter, spikes 5 to 6 feet high.....	.25	2.50	20.00	
No. 38.	"JACK LONDON"	Solid magenta; lip of throat light yellow with a deep magenta spot; flowers 5½ inches in diameter, spikes 5 to 6 feet high.....	.15	1.50	10.00	
No. 39.	"DR. LINCOLN COTHRAN"	Light salmon with brilliant orange flame stripes; golden yellow throat with ruby striped center; flowers 5 inches in diameter, spikes 5 to 6 feet high. Exceptionally fine.....	1.00	10.00	75.00	
No. 50.	"QUEEN OF THE NIGHT"	Deep maroon, almost black; flowers 5½ inches in diameter, spikes 4 to 5 feet high.....	Large Bulb 5.00	Small Bulb 2.00		
No. 67.	"MRS. J. K. ARMSBY"	Coral pink, slightly blended, creamy yellow throat sprinkled with ruby; flowers 6 to 7 inches in diameter, stems 5 to 6 feet high; there are a great amount of flowers open at one time, same of very lasting quality. This is one of our finest productions and surely will satisfy any critic.....	.25	2.50	20.00	
No. 70.	"LILLIAN HARRIS COFFIN"	Light rose-pink, salmon striped; yellow lip; nice long spikes; fine for cut flowers; flowers 5 to 6 inches in diameter, spikes 4 to 5 feet high	25.00	10.00		
			Per Bulb 1.00	Per Doz. 10.00	Per 100	



No. 50—"QUEEN OF THE NIGHT"



No. 204—"FRANK J. SYMMES"

No. 82.	"JOHN MERLE COULTER"	Rich scarlet, dark maroon (almost black) throat, slightly overlaid with ruby; flowers 5 inches in diameter, spikes 3 to 4 feet high.....	Per Bulb .25	Per Doz. 2.50	Per 100 20.00
No. 83.	"MRS. WILLARD RICHARDSON"	Deep crimson, maroon center; large, flaring flowers; flowers 5 inches in diameter, spikes 4 to 5 feet high.....	.50	5.00	40.00
No. 89.	"NORMA KRAUSGRILL"	Light rose pink, slightly deeper striped, throat canary yellow and dark rose sprinkled center; flowers 6 inches in diameter, stems 4 to 5 feet high. Exquisite	-----	-----	10.00
No. 90.	"CAROLINE FREAR BURK"	Pure white with brilliant ruby throat; flowers 7 inches in diameter, spikes 4 to 5 feet high.....	.25	2.50	20.00
No. 94.	"SUFFRAGETTE"	White with circle of light lilac running across each petal; creamy white throat; very delicate; flowers 7 inches in diameter, spikes 5 to 6 feet high50	5.00	40.00
No. 96.	"RICHARD DIENER"	Pure rose-salmon, light sprinkling of ruby on creamy yellow center; this is the acme of perfection in coloring, as well as formation of spikes and plant; will rival an orchid in beauty; flowers 6 inches in diameter, spikes 5 to 6 feet high; created a sensation wherever shown.....	Large Bulb 25.00	Small Bulb 10.00	Cornel 5.00
No. 98.	"MABEL HUBBARD"	Pure white, lip of throat light canary covered with violet spot; very fine spikes; flowers 4 inches in diameter, spikes 3 to 4 feet high.....	Per Bulb .50	Per Doz. .500	Per 100 40.00
No. 101.	"ELSE ROSE"	Cattleya pink, a blending of rose-pink shading out to white, with creamy yellow throat; orchid flowering; extra fine; flowers 5 inches in diameter, spikes 3 to 4 feet high.....	.75	7.50	60.00
No. 102.	"INA COLLINS"	Delicate rose-pink, shading to very light edge overlaid with deep lilac; lip has circle of prim-rose edged with light ruby; orchid flowering; flowers 5 inches in diameter, spikes 4 to 5 feet high50	5.00	40.00
No. 120.	"MRS. STANLEIGH ARNOLD"	Soft purple-pink with deep pink throat, one of the most exquisite colors so far produced in Gladioli; well-formed spikes; flowers 6 inches in diameter, spikes 4 to 5 feet high.....	Large Bulb 25.00	Small Bulb 10.00	Cornel 5.00
No. 130.	"THOMAS T. KENT"	Rose-pink with ruby running through center of each petal; very vigorous in growth; this is one of our largest varieties; one of the heaviest propagators; flowers 6 to 8 inches in diameter, spikes 6 feet high.....	Per Bulb .50	Per Doz. 5.00	Per 100 45.00
No. 136.	"ADELINE KENT"	Delicate light rose-pink; straw colored throat with ruby dashes; petals are heavily ruffled from edges in to center; exquisite orchid-like coloring; fine, long, full spikes; flowers 4 to 5 inches in diameter, spikes 4 feet high.....	.50	5.00	40.00

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA

No. 145.	"MRS. COTHRAN"	Crushed strawberry and ashes of roses; very odd color; fine, long spikes; flowers 6 inches in diameter, spikes 4 to 5 feet long.....	Per Bulb .25	Per Doz. 2.50	Per 100 20.00
No. 162.	"MARY ROBERTS REINHART"	Cream yellow with canary yellow center; flowers 4 inches in diameter, spikes 4 to 5 feet high20	2.00	15.00
No. 164.	"CAPTAIN ASHER CARTER BAKER"	Rich, velvety red with darker center; flowers 5 inches in diameter, spikes 4 to 5 feet high. (This was awarded the silver medal at the P.-P. I. E., 1915, for the best of all the red Gladioli shown)10	1.00	7.00
No. 165.	"DR. FREDERICK I. V. SKIFF"	Clear flesh-pink, light ruby center; sometimes slightly striped with rose-pink; strong, vigorous growth; abundant foliage; one bulb will very often bring up to 130 perfect flowers; flowers 6 inches in diameter, spikes 5 to 6 feet high. (Awarded gold medal at P.-P. I. E., 1915.)25	2.50	-----
No. 166.	"DIENER'S WHITE"	(Withdrawn for a year to increase stock.) Milk white with just a faint tinge of pink in throat; flowers 6 inches in diameter, spikes 5 to 6 feet high. (Awarded gold medal at P.-P. I. E., 1915.)			
No. 170.	"MRS. J. E. WEBB"	(Withdrawn for a year to increase stock.) Pale blue with violet throat; exquisitely wax-like; very choice; flowers 6 inches in diameter, spikes 4 to 5 feet high.....			
No. 173.	"HAWAII"	Rose-pink, light pink center, big brown spot in center of lower petal; clean grower, elegant spike; flowers of large size.....			Per Bulb Each 3.00
No. 175.	"MRS. LEON DOUGLAS"	Flesh salmon pink, orange striped, light yellow and brown spotted in center; the size of the flowers, we believe, is the largest in existence and all are very open and well set on the spikes; the height of the spikes are 6 to 7 feet and have up to seven side spikes on each main spike; the bulbs are of immense size; this is one of the most perfect and most beautiful variety so far produced.....	Large Bulb 25.00	Small Bulb 10.00	-----
No. 176.	"MISS MAUD FAY"	Clean Cattleya pink, a light stripe running through the middle of each petal; flowers very open, averaging 6 inches in diameter; spikes never straight, but curved in various directions, are 3 to 4 feet long; this is one of our finest productions; exceptionally suitable for cut flowers; it is a heavy propagator; the smallest bulblet will in five months produce a fine spike..	Per Bulb 1.00	Per Doz. 10.00	Per 100 -----
No. 180.	"MRS. TRUXTON BEALE"	Cream, rose-pink striped; very large open flowers; lip yellow and brown sprinkled; fine, long, well-built spikes. A beauty.....			Per Bulb Each 3.00

No. 186.	"LILLIAN WEBB"	Strawberry pink with light maroon velvety center; sometimes slightly striped with chocolate; stems slender, giving the appearance of a lily; flowers 5 inches in diameter, spikes 5 feet high.	Per Bulb .05	Per Doz. .50	Per 100 3.50
No. 187.	"COSTA RICA"	Clear, delicate lilac with old rose center; large, extra fine spike; flowers 6 to 7 inches in diameter, spikes 5 to 6 feet high.	.25	2.50	20.00
No. 188.	"MRS. MARY STEARNS BURK"	Canary yellow overlaid with apricot; deep canary center; long spike with flowers symmetrically placed; stem wiry and upright; flowers 4 to 5 inches in diameter, spikes 4 to 5 feet high. It is one of the finest yellows known so far. When known it will be one of the most grown varieties for cut flowers.	1.00	10.00	40.00
No. 189.	"ELIZABETH GERBERDING"	Shell pink, with speckled center of ruby and yellow; heavily ruffled; spikes large and full; flowers 4 to 5 inches in diameter, spikes 5 feet	.20	2.00	15.00
No. 191.	"MRS. H. E. BOTHIN"	Flesh-salmon pink, flame scarlet center; large size; strong 4 to 5-foot spikes; a first-class show variety	1.00	10.00	-----
No. 192.	"VICTORY"	Scarlet, maroon, little lighter mottled in the center; flowers very large; immense long spikes; one of our largest reds.	Large Bulb 5.00	Small Bulb 2.00	-----
No. 193.	"JONATHAN WEBB"	Light scarlet, finely painted white, and maroon mottled center; very showy variety; makes elegant lily-like spike with wide open flowers; flowers 5 to 6 inches in diameter, spikes 4 to 5 feet high	Per Bulb .25	Per Doz. 2.50	Per 100 20.00
No. 196.	"HELEN TODD"	Light rose-pink with deep colored seam around entire edge of flower; deep scarlet center; flowers 5 to 6 inches in diameter, spikes 4 to 5 feet	.15	1.50	10.00
No. 198.	"ROSS VALLEY"	Salmon-pink striped with ashes of roses; red peacock eye in center; flowers 5 to 6 inches in diameter, spikes 4 to 5 feet high	.25	2.50	20.00
No. 199.	"EMILIE ASHE"	Creamy snow white, small cerise blotches in lower petals, heavily ruffled petals; flowers 4 to 5 inches in diameter, spikes 4 to 5 feet high; this is one of the best ruffled varieties ever put out			Per Bulb 3.00
No. 200.	"MR. H. A. HYDE"	Snow white with faint pink underlaid; flowers 6 inches in diameter; well-built spikes 4 to 5 feet in height. Exceptionally fine for cut flowers	Large Bulb 3.00	Small Bulb 1.50	-----
No. 202.	"MRS. JOHN R. WALSH"	Flesh pink, flamed colored centers; flowers 5 inches in diameter, stems 5 to 6 feet high; this is a seedling of Mrs. Pendleton, Jr. It is a magnificent variety that should be in every collection	3.00	2.00	-----
No. 203.	"SIR ROGER CASEMENT"	Dark maroon, heavily ruffled; fine long spikes; flowers 4 inches in diameter, spikes 4 to 5 feet	Per Bulb .25	Per Doz. 2.50	Per 100 20.00

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No. 204.	"FRANK J. SYMMES" Salmon-rose pink with red center, ruffled edges; flowers 4 inches in diameter; spikes 5 to 6 feet high. Should be in every collection.	Per Bulb .50	Per Doz. 5.00	Per 100 40.00
No. 205.	"DAVID STARR JORDAN" Immense flame colored, with lighter speckled throat; flowers very open, like immense Amaryllis, with fine, wiry upright stems; flowers 6 to 7 inches in diameter, spikes 4 to 5 feet	.50	5.00	40.00
No. 206.	"WILLIAM KENT" Creamy shell pink; golden ochre center; heavily ruffled; the waxy color combination of the flowers is indescribable; to have 15 open flowers at one time on a spike is no rarity; flowers 6 to 7 inches in diameter, spikes 6 to 7 feet	Large Bulb 25.00	Small Bulb 10.00	Cornel 5.00
No. 209.	"GENEVIEVE BOTHIN" Deep pink, thickly overlayed with steel blue; pink and rubied center; very odd; flowers of large size			Per Bulb Each 5.00
No. 210.	"KENTFIELD" Pale yellow with flesh tinge; canary yellow throat; flowers 5 inches in diameter, spikes 4 to 5 feet high.....	Per Bulb .25	Per Doz. 2.50	Per 100 20.00
No. 213.	"MRS. LILLIAN GUERNSEY" Yellow, pink blotched; flowers very large; fine long spikes. A-1 variety			Each 5.00
No. 216.	"MARTHA FERNEKES" Pale blue, blotched blue, violet spot in the center; flowers 4 inches in diameter, perfect spikes 3 to 4 feet high. An odd and beautiful variety..	Large Bulb 3.00	Small Bulb 1.50
No. 218.	"YOSEMITE" Bright vermillion red, yellow center; flowers 6 to 7 inches in diameter, spikes 7 feet high....			Each 3.00
No. 226.	"PASADENA" Turkish red, flame orange striped, white lip; flowers 7 to 8 inches in diameter, spikes 6 feet high. First-class shown variety			3.00
No. 236.	"MARIN" Pale greenish yellow; flowers 5 inches in diameter, spikes 4 to 5 feet high. Fine cut flower variety			3.00
No. 257.	"CALIFORNIA GIANT" Deep lilac, thin white strip running through the center of each petal; flowers 7 inches in diameter, spikes 7 to 8 feet high.....			5.00
No. 265.	"ANNE THOMPSON" Pale sulphur yellow; flowers 5 inches in diameter, spikes 5 to 6 feet high. A first-class yellow			10.00
No. 285.	"MRS. RUDOLPH SPRECKELS" Cream pink with old rose stripes; fine long full spikes; flowers 6 to 7 inches in diameter, spikes 4 to 5 feet high. A-1 show and cut variety.....	Large Bulb 5.00	Small Bulb 2.00
No. 289.	"TAMALPAIS" Salmon orange with flame orange stripes; long slender spikes; flowers 6 inches in diameter; seedling of Miss Francis King, but much larger and much better in color.....	5.00	2.00
No. 311.	"GLADIS PLATH" Orchid flowering; lilac and red velvet blotches; flowers 6 inches in diameter, spikes 5 feet high. Beautiful variety	3.00	1.50

Gladiolus—Diener's Hybrids

This year we have only one mixture which we are putting out under the name of **Diener's Hybrids**. Most of them were selected and propagated to be named, but as we only name the very choicest and most perfect of the different colors we used the remaining varieties for this mixture. It contains every shade and color combination in creation and the flowers run up to very large sizes. There are all types. A great many are heavily ruffled and fluted. Nothing finer and nothing more exquisite has ever been put on the market. Our previous mixtures have created a sensation everywhere, but this mixture is something far superior. Many a gem will be found amongst this mixture, as during war time it was impossible to test them out closely, and then again we have a great amount of new seedlings coming in of the very choicest crossings and we need the space for them. Some varieties make immensely large bulbs and some very small bulbs, so the mixture will vary accordingly.

	Per Dozen	Per 100	Per 1000
Prices	\$2.00	\$15.00	\$125.00

For those who want to increase their planting stock twice as fast as normal, we recommend a process suggested to us a year ago by Mr. T. B. Tippet of Morehead, Ky. That is to divide the bulbs. To do this correctly it should be done no longer than a day before planting, for if left out of the ground long after being cut they may easily rot. By removing all the husk or silk, you will notice that the eyes are located on opposite sides, so divide the bulb vertically through the center so that each piece has at least one eye. We have tried it this year on such varieties as are slow propagating and find that they have brought twice the amount of bulblets as before and that they were not in the least affected or injured by the cutting.

There seems to be a prejudice in certain circles against large bulbs, as they are considered too be old, but there is no such thing as an old Gladiolus bulb because the old bulb is absorbed by the new one every year.

Gladioli Seed

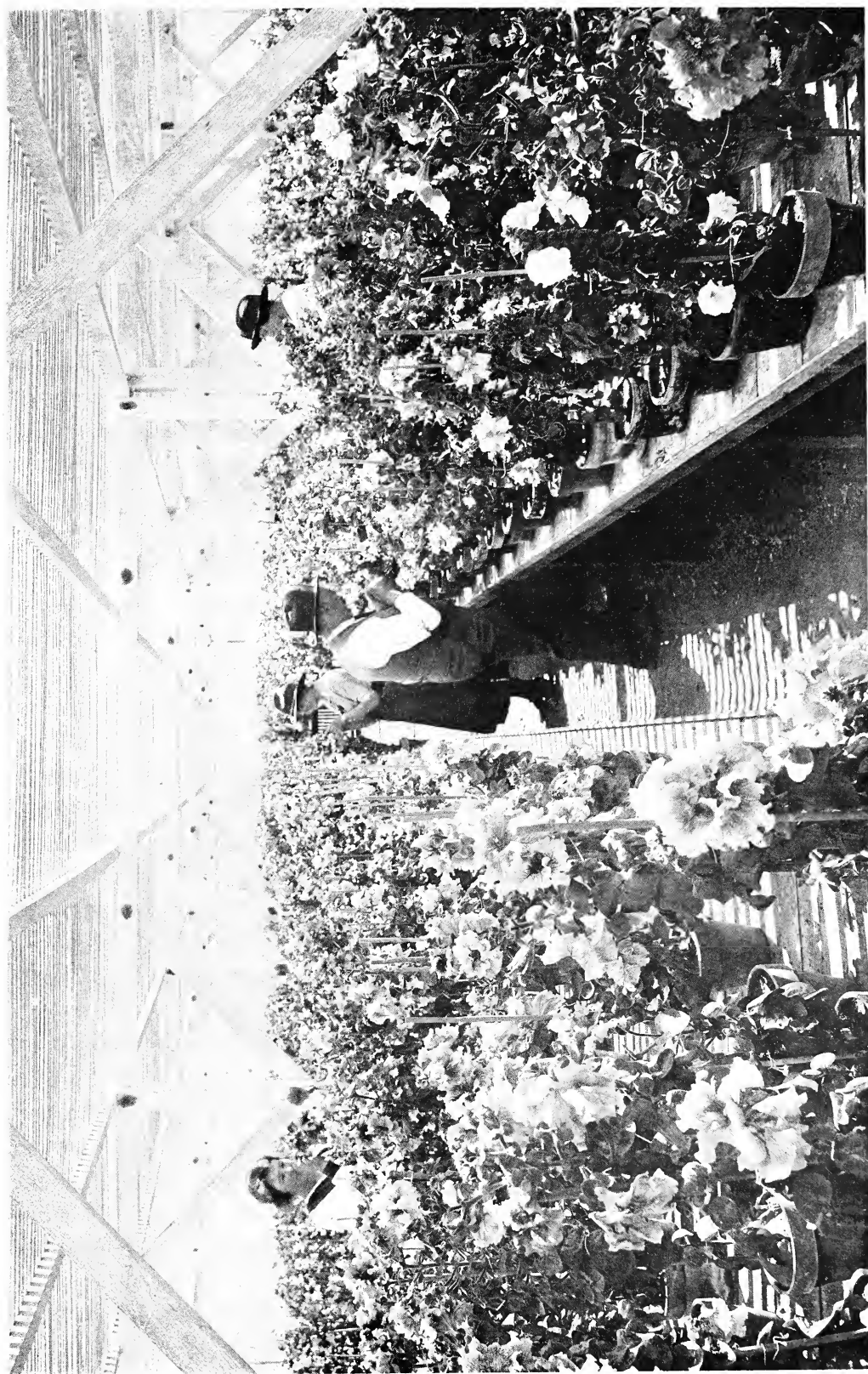
Selected from all our named varieties and seedlings, well mixed. The sizes of the flowers range from 4 to 9 inches in diameter, and the height of the stems is from 5 to 8 feet. The seedlings of this seed will flower in from 5 to 6 months after sowing, if they receive proper care. It must be understood that the right size of the flowers and stems of seedling Gladiolus comes out in the second year of cultivation. These seedlings will range in all colors imaginable, but salmon, white, lilac, pink and rose-pink are the leading colors. There is no other firm in the world that can put out any Gladiolus seed at such a low price and of such high quality as these on the market.

Price of 10 grams (about 1,000 seeds).....\$1.00

Method of Sowing Gladioli Seed

The seed of Gladioli should be sown early in the spring. If the ground is fine loose sandy soil, then it is best right in the open ground, like onions, in rows. The seed should be covered as little as possible, and the soil used for covering should be finely sifted and should contain half sand. Like all the seed of plants of South African origin, Gladiolus seeds sprout unevenly; some sprout at once, while others will not sprout until six to ten months after sowing under the same conditions. This is not due to the bad quality of the seed, but it is a habit inherent in it under conditions where they grow wild. For this reason seed beds should be made so that they should not otherwise be disturbed when the seedlings are lifted out, for all seeds will eventually come up. These beds should, in parts where it freezes, be covered with leaves thick enough so that the frost cannot reach the seeds in the beds. If sown out in boxes, and started indoors, young plants of Gladiolus can easily be transplanted in the open if they are handled properly.

Gladiolus cormels or bulblets will grow faster if the outer hard shell is removed just before planting. They should not be covered more than $\frac{1}{2}$ inch with soil; the ground should be enriched with old manure and worked over good and deep. If given the proper treatment they will almost all be flowering five months after planting.



Part View of Our Lath Houses, Where Petunia Seed Is Raised by Artificial Hand Pollenation

AWARDED HIGHEST PRIZES WHEREVER SHOWN

Petunias

DIENER'S RUFFLED MONSTERS

For several years Mr. Diener has given this variety the greatest attention and has brought them to such perfection that their beauty has become a rival to the orchid. People who hear the name "Petunia" have something common and old-fashioned in mind and cannot imagine that such strides could be made in a few years as has been done with this flower.

Time and again we have people visit our place and words are inadequate to describe their comments in regard to size, beauty, etc. This year's output has in many ways surpassed those of previous years and our patrons' comments as to last year's will be found in the testimonials. We think for years to come these Petunias will be in big demand, as people who have had them once will not be without them. These Petunias are continually in bloom all Summer long. For those who raise them for the market it is one of the surest and quickest money-making propositions, as after twelve weeks from the time of sowing they are flowering and ready for sale. Then they are very good as a cut flower, but many people are not aware of this fact. When put in water the stems of cut Petunias last for two or three weeks and new flowers bloom while in water.

For pot plants as well as for bedding they create a great sensation wherever they are shown, as the same are continually in flower. For conservatory, when started in pots in the Summer, they will flower all Winter, and as most of them are very fragrant they will be a great novelty for Winter flowering plants. We have most gratifying reports from all over the world.

All the seed is raised by hand pollination in lath houses and is done by women. Moreover, climatic conditions here permit seed to be matured without a drop of rain falling in the pods. Hence our seed is strong, vigorous and sure germinating.

The Petunia seed come in separate colors, as follows: Red, pink, white, variegated, all colors mixed, flesh pink frilled, white frilled, purple or blue.

Price50c per package

Note: Flesh pink frilled Petunia is a beautiful variety, but is not as large in size as the ruffled monsters, and it has one fault, in so far as the seedlings only come about 80 per cent true, although they are hand pollenized with their own pollen. The first and strongest seedlings are purplish red; the smaller and later seedlings are the genuine. The white frilled and purple are only half the size of the ruffled monsters.

The mixture is made up from Diener's Ruffled Monsters only, and does not contain flesh pink frilled, white frilled, blue or purple, as they are smaller.

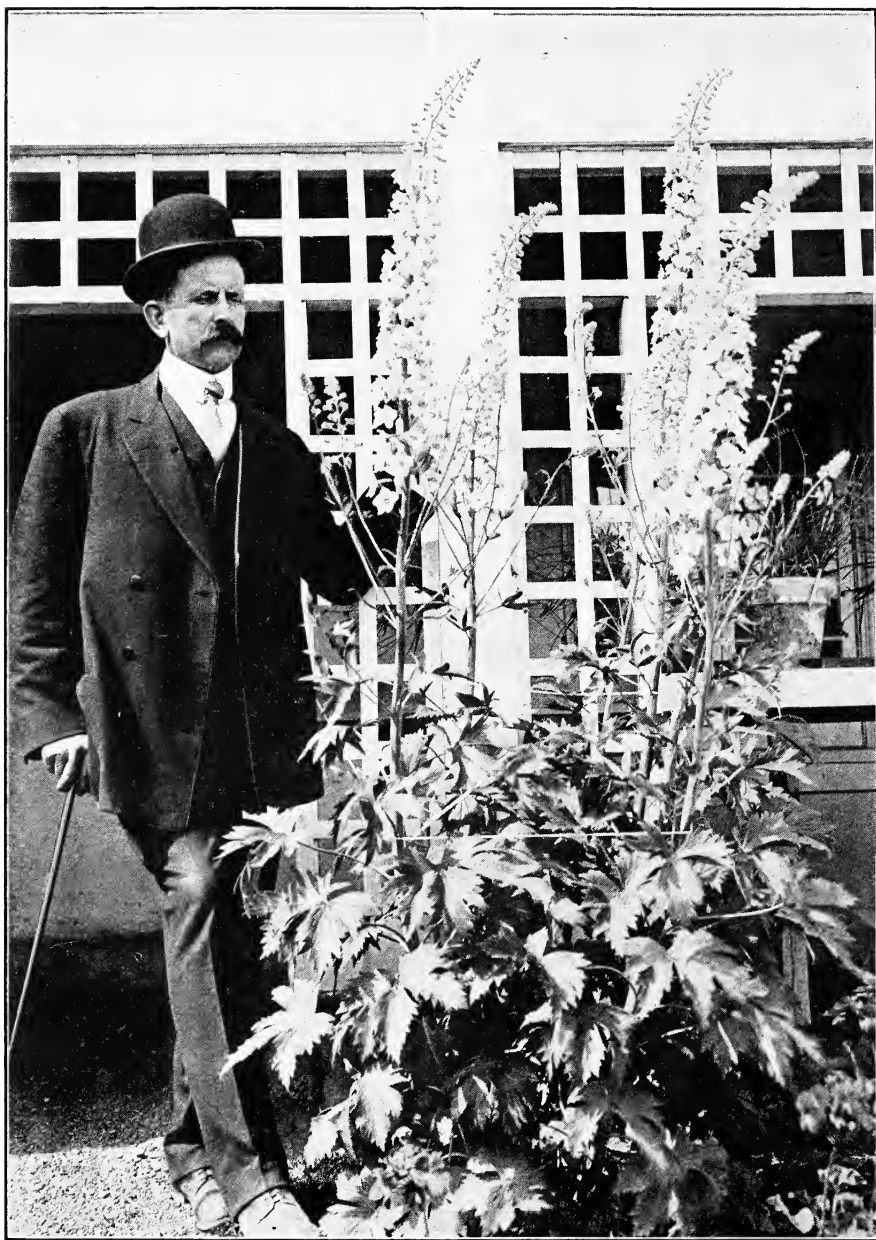
INSTRUCTIONS FOR SOWING PETUNIA SEED

Prepare a seedbed by taking two parts of any light compost or leaf mold thoroughly mixed with one part of clean sand. Sift all through a fine screen. With this mixture fill flats or seed pans, pressing down the soil to a flat surface evenly within two inches of the top. Give a thorough soaking. After water has seeped into the soil, sprinkle the Petunia seed evenly over this surface, but do not cover with the least bit of soil. To prevent attacks, however, of fungi, which might easily kill the young Petunia plants, sprinkle the newly sown flats with charcoal dust. Place a clean pane of glass over the top of the flat or seed pan, and in the daytime, if reached by the sun's rays, place a single sheet of newspaper over the glass to prevent danger of burning. At night and in dark wather remove this sheet of paper. Avoid carefully all excess of moisture and have pans near glass in well ventilated atmosphere. As soon as the seed sprouts (say in eight to ten days after sowing, if kept at a temperature of 60 degrees) take off the pane of glass entirely. The young plants should be transplanted as soon as possible into flat boxes, spacing them an inch apart. Shortly thereafter they should be put into two-inch or three-inch pots.

The seedling will commence flowering three months after sowing under the conditions indicated.



PETUNIA SEED PLANTS OF THE VARIETY
"FRESH PINK FRILLED"



Mr. Newell H. Vanderbilt of San Rafael, California, and one plant of his Hybrids.
The originator of these fine Delphiniums.

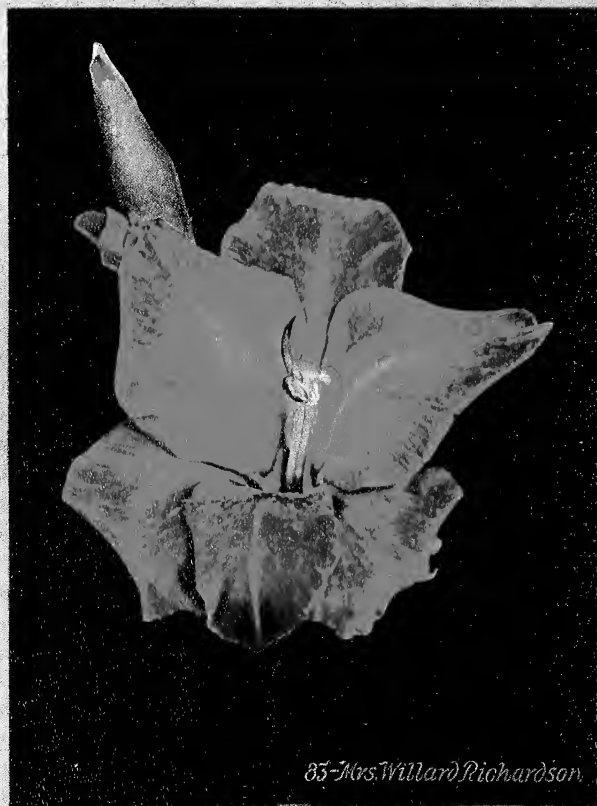
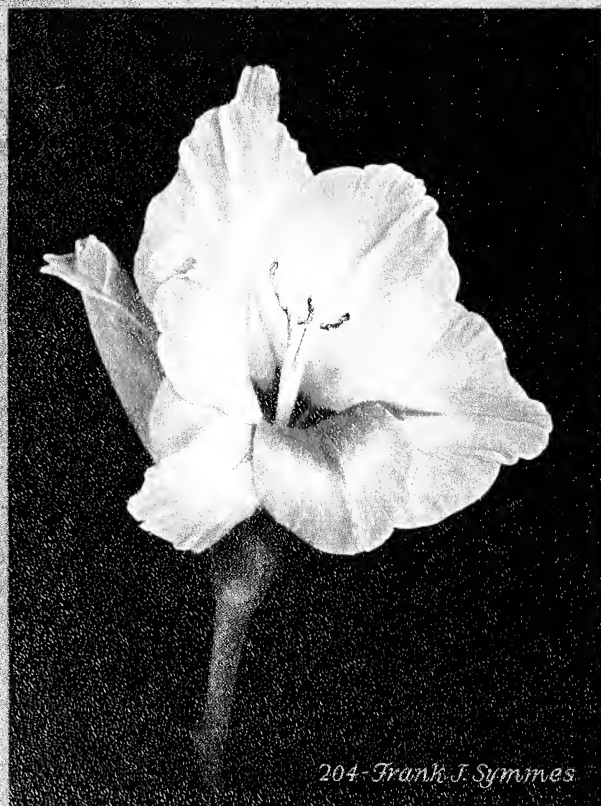
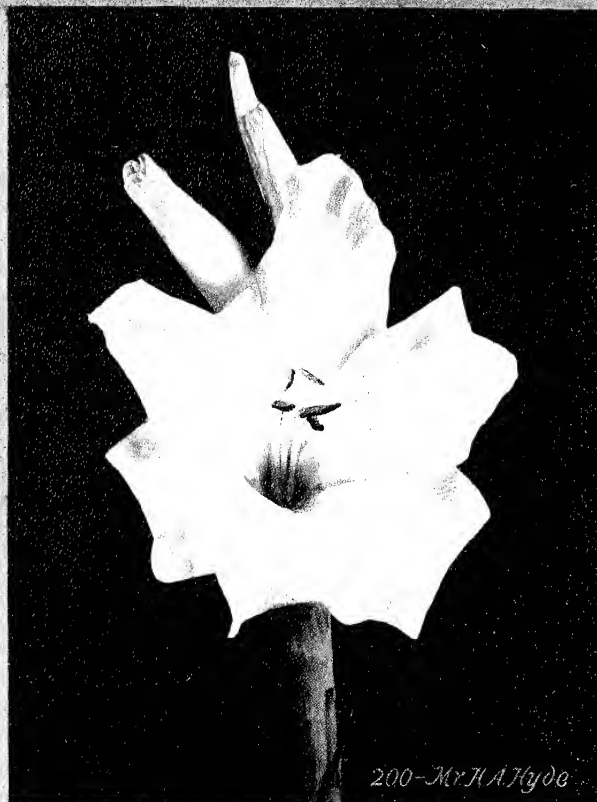
Vanderbilt's Hybrids

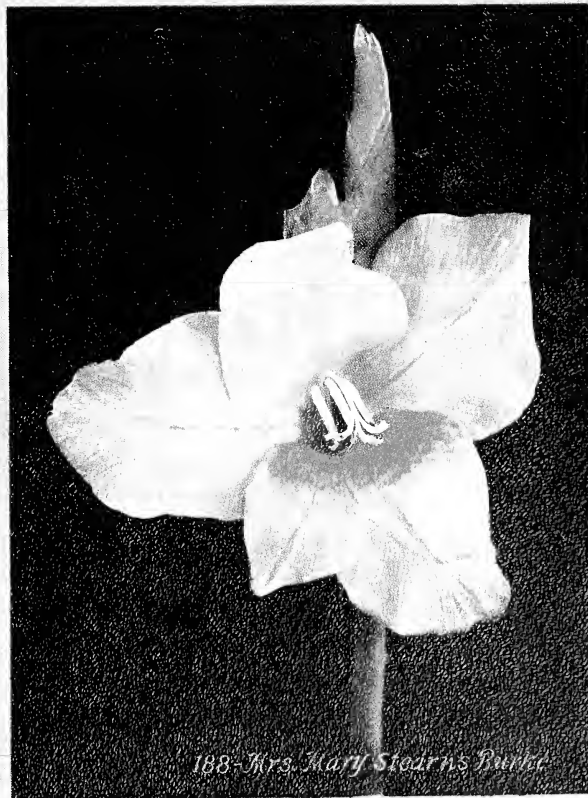
These new Delphiniums, produced by Newell F. Vanderbilt of San Rafael, California, are a cross between the California wild Delphinium (which is absolutely mildew free) and some selected Burbank's Hybrids. The result is an almost mildew free Delphinium. They are much larger than the best Delphinium now existing, and are immensely valuable for the produc-

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA



PETUNIA FLESH PINK FRILLED
"PEARL OF KENTFIELD"







THE RICHARD DIENER TOMATO
"BLIGHT RESISTING"

tion of cut flowers, as they give three successive crops in one summer, and all summer long are full of fine, long spikes. They are suitable for cutting as well as for bedding. They are unquestionably the world's highest attainment in Delphinium, and anybody raising cut flowers will certainly find them highly profitable. We have secured the whole stock of these hybrids and are the sole distributors of them. They come in all shades, from light to dark blue. Almost all colors are iridescent. Try a package of the seed and you will never regret it, for they are sure moneymakers.

These Delphiniums have won prizes wherever exhibited, in competition with other strains:

First Prize, California State Floral Society Spring Show, 1914.

First Prize, P.-P. I. E. Cut Flower Show.

Michel Medal, Floral Pageant, 1916.

First Medal, P.-P. I. E. Garden Exhibit.

Trade package\$0.50

Delphinium seed can be sown at any time of the year. Sow in boxes or open cold frames. Do not cover more than the thickness of the seed. Give them little or no shade. Keep ground moistened until they sprout, which takes from two to three weeks. As soon as the plants are large enough, set out in the open. They will reach their full development in their second or third year.

The Diener Tomato

AWARDED GOLD MEDAL AT THE CALIFORNIA INDUSTRIES AND LAND SHOW, OCTOBER 5-19, 1919.

This Tomato was originated by Richard Diener in 1917 and has proven in every respect far superior to anything existing now. The size of the first fruit reaches the weight of 3 lbs., but the average fruit weighs about 1 lb., is perfectly filled out and does not contain any hollows like so many other varieties and the surface is as smooth as an apple.

The flesh is more solid than any other Tomato now known and for dehydrating is a most valuable variety. It is a magnificent dark red shade, which makes it very attractive; it is very sweet and free of the acid taste. For catsup it is unexcelled, as it makes a very high red color; contains very little seed. The skin is deep orange red.

The yield is enormous and is not reached by any other variety in existence. The most astonishing thing about this Tomato is that it has proven to be absolutely **blight resisting**. This year thousands of acres in California have been destroyed by blight, and this Tomato has grown alongside of other varieties which have been killed off entirely by blight and has not been in the least affected.

The growth of this variety is strong and healthy, the plant having a diameter from 6 to 8 feet.

All the seed we sent out is absolutely true, as we raise it from cuttings of the original plant, and as the whole field is of the same plant it is impossible for side crossings. For this particular reason we advise you to always buy your seed direct from us in order that you are sure to have the same quality as you have now, as seed raised from seedlings will soon vary and not be the same.

For shipping purposes this variety is ideal, as we have shipped them from here to New York and same arrived there in perfect condition.

Price \$0.50 per pkg. \$1.50 per acre pkg.

Prices for larger amount of seed upon request.

TOMATO CULTURE.

The seed of this particular Tomato should be sowed out in boxes during the months of January and February. If possible, replant once about two inches apart in a light compost or leaf mold thoroughly mixed with one part of sand. Keep them indoors in a frost-protected place. As soon as danger of frost is over, replant in the open or in field where they will have all the sun they can get. Have the ground plowed from ten to twelve inches deep. If set in a light or sandy ground, plant six feet apart and if in heavy ground eight feet apart. Keep the ground free from weeds and well cultivated. Water them once a month. Do not cut anything on the vines or stake the plants; leave the vines grow their natural way, as in this way the growth will give the fruit even shade and the sun will not cook it.

Do not be afraid that the fruit will rot when laying on the ground, as this variety will not do so; even rainy weather will do no harm to the fruit. This Tomato can be washed without being cracked by the water.

Cucumber Seeds

SENSATION

This Cucumber has proven to be the most valuable variety for forcing under glass and in hot beds as well as for outdoors. In a greenhouse, with a temperature of 70 degrees, the fruit will be ready for market one week after flowering. The fruit reaches the length of 12 inches and is of a deep green color. One plant will bring from 270 to 300 perfect fruit in one season. In order to get more fruit from a vine, never allow any of the fruit to ripen on the plant; as soon as they reach their full size pick immediately. If any fruit is allowed to ripen, the plant will stop bearing.

Price per package50c

Cannas

"Mrs. Conard"—Salmon-flesh; one of the finest Cannas for bedding.

"Firebird"—Deep scarlet; very showy variety.

"Wintzer's Colossal"—Red; the largest variety so far; the single flowers are 8 inches in diameter.

"Eureka"—Cream-white; large flowers.

"Golden Gate"—Yellow; best of its color.

"Duke of York"—Flesh-pink and yellow, variegated.

"Uncle Sam"—Orange red; very large.

"Mephisto"—Dark red.

"Flag of Truce"—Cream-white; large.

"William Saunders"—Red foliage; large orange red flowers.

All above varieties 25c each or \$2 per dozen. Larger amounts at greatly reduced prices.

Pansies

Pansy seed is an entire failure this year.

Note: Carnations, Verbenas, Lady Washington Geraniums, Pansy Plants, Petunia Plants and Tuberous Rooted Begonias are to be discontinued.

RICHARD DIENER CO., INC.

Pekin, Ill., Sept. 17, 1918.

Gentlemen: I was very much pleased with the mixed Gladioli and also with the named varieties received from you last Spring, as they were better than any I ever saw before.

Yours truly,

MRS. C. SACKENREUTHER.



Dahlia "Helio"

A novelty of our own, put on the market for the first time. The color is a deep bright canary yellow. It is of the peony type and the stems are very long and wiry and hold the flowers correctly. The flowers are of the very largest size and enormously free-blooming. The growth is strong and healthy. It is perfect in every respect—one of the finest productions ever put out.

Price\$3.00 each

Ready for shipment April 1, 1920

Dahlia Bulbs

The following list of varieties are the most meritorious productions of the best California Dahlia breeders, ready for shipment April 1, 1920:

"THE PRIDE OF CALIFORNIA"

Color a crimson red, dark full center; huge flowers on long, perpendicular stems. Its keeping qualities as a cut flower and its productiveness cannot be excelled.

Price\$1.50 each

"APRICOT"

A beautiful variety of very largest type. Apricot overlayed on yellow ground. Heavy growth on fine, long stems.

Price\$2.00 each

"MRS. RICHARD LOHRMANN"

Pure golden yellow hybrid cactus.

Price\$1.00 each

"DR. H. L. TEVIS"

Decorative, salmon rose suffused with old gold, shading of yellow.

Price\$1.50 each

"THE GRIZZLY"

A dark maroon red; decorative. Without a doubt this is one of the best and most prolific Dahlias to date. Flowers of immense size.

Price\$2.50 each

"ST. FRANCIS"

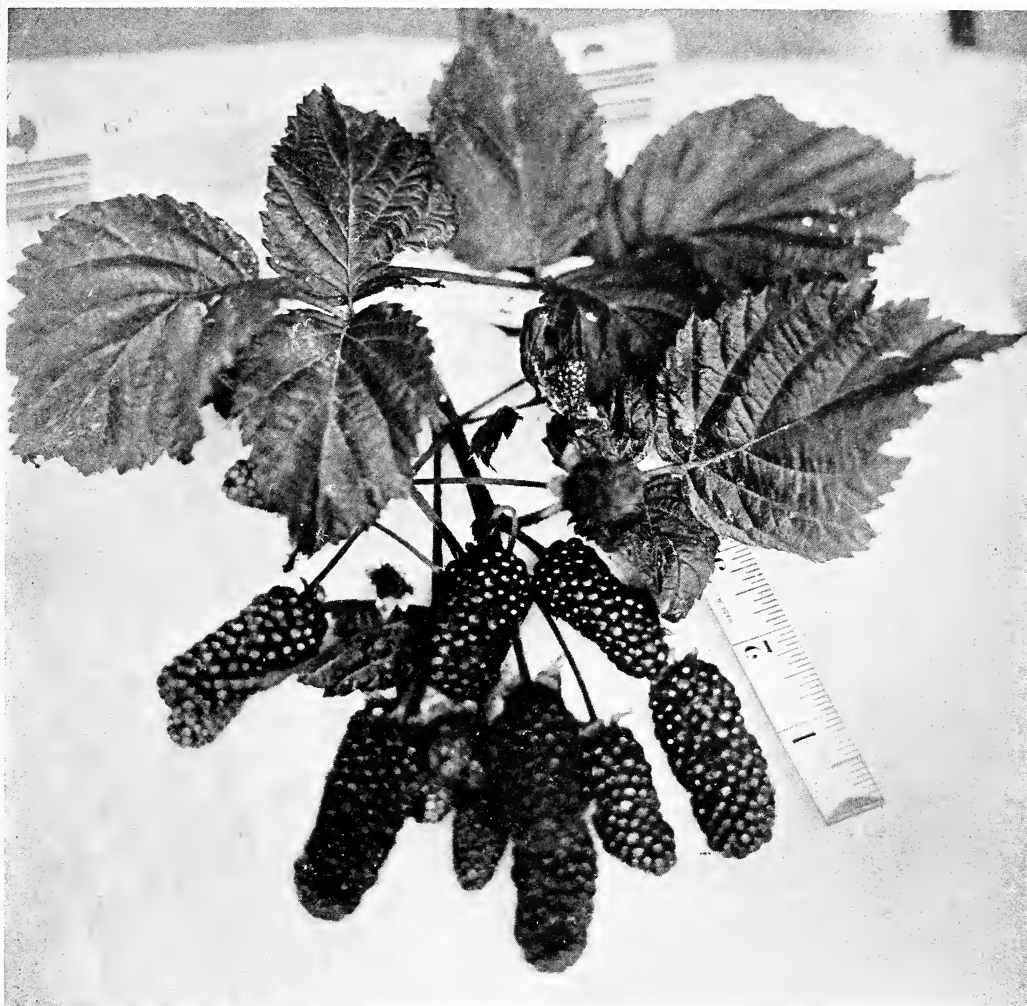
A light terra cotta; immense free blooming, of large size and flowers carried on fine, long, wiry stems.

Price\$2.00 each

Dahlia Seed

This seed is raised from the most up-to-date Dahlias in existence. No place in the world have Dahlias been brought up to such perfection as they have been around San Francisco. This mixture contains all colors and types of Peony, Cactus and Decorative varieties. Our rainless California summers make it possible to get seed even from the very double varieties, a result extremely difficult in States where it is rainy during the time when the seed should set. The seed we sent out in previous years was highly praised by all who raised Dahlias from it, but this seed is far superior to what we have sent out in previous years. The seedlings will commence to flower two months after sowing and almost a month earlier than plants raised from bulbs.

Price\$0.50 per pkg.



Cory's Thornless Blackberry

This new variety of Mammoth Blackberry, as it becomes better known, is destined to hold a foremost place among Blackberries. The plant was discovered by Martin Mueli on a ranch in what is known as "Mountain Pass," Tuolumne County, California, in 1909. Mr. Mueli, after he had found the plant, paid no further attention to its development. Mr. W. C. Cory, a neighbor, after whom the plant is named, noticing the unusual characteristics of the vine, took cuttings from it and after many years of patient effort has produced a berry superior to any other, on vines absolutely free from thorns.

This Blackberry blooms early in the Spring and ripens its fruit three weeks earlier than most cultivated varieties. It is enormously productive. Individual plants are known to have produced fifteen three-quarter-pound baskets at one picking. In size of fruit no other Blackberry even approaches Cory's Thornless. Berries are frequently found measuring three inches in length, nearly as large as a man's thumb.

Cory's Thornless Blackberry has a distinct flavor of its own, very much like the wild blackberry of California. It is practically free from seed—another important feature. The core is very small and firm. As a fresh fruit, when well ripened, direct from the vine to the table, it is a berry de luxe.

For cooking purposes it is superior to any blackberry grown, as it contains much less acid than the loganberry, making it possible to make luscious jams and preserves with less sugar than any other blackberry on the market. Yet it has sufficient acidity to make excellent jelly.

We have raised this berry for the last two years and find it so superior to anything existing now that we wish that anybody who raises berries would, for his own benefit, procure this variety. As plants are very scarce of this variety, we picked all the seed we possibly could get and through the seed it is possible that new varieties might appear, which should be good under any condition.

Price of seed, per package, 50c.

Directions for sowing Blackberry seed: Select a shady place in the open and sow out directly in the ground; to be covered to a depth of one-half inch with sandy leaf mold soil, then kept continually moist and free from weeds.

If plants are desired, kindly write us.

The Aztec Bean

It is one of the largest Beans in existence. It grows in bush form, just like Lima Beans, and is perennial in places where it is not too cold or too frosty. It grows like any other bean, but stands a great deal of drought. Its flavor is unexcelled. Dry Beans can be cooked just like Lima Beans. It is very prolific and we recommend anyone who raises beans to give it a trial.

Price\$0.50 per pkg.

Some Testimonials

The St. Thomas Horticultural Society, St. Thomas, Ontario, Canada.
RICHARD DIENER Co., Inc.

Dear Sirs: Everybody appreciates a sincere compliment, so that I expect you are like everybody else. We have received your catalogue for two years and I did not purchase anything, but some of our members did, especially Mr. J. C. Crombie, who is one of the most ardent horticulturists in this vicinity and a grand man. He bought some Gladiolus and also some Petunia seed. I grow probably 150 varieties of Gladiolus—Groff's, Kunderd's and Holland stock. Kunderd's stuff was particularly fine. I took up the bulbs today and they had multiplied and also grown to enormous size. And your creations were equally if not even sturdier. The blooms were certainly the largest and finest that I have ever seen. We exhibited at London Fair and a great many onlookers asked about your varieties. Your ruffled Petunias created quite a sensation, too, and you may expect quite a demand for your 1919 catalogue.

Yours sincerely,

DR. F. E. BENNETT, Pres.

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RICHARD DIENER Co., Inc.

Franklin, Pa., Nov. 7, 1918.

Dear Sirs: I received your Gladioli bulbs which I ordered from you this year and would say that they produced wonderful blooms. Had many new varieties of Gladioli planted this year from many growers in this country, but nothing compared to blooms from your bulbs. I am writing for your list for next year and would also like to know if you supply planting stock and bulblets of your named varieties of Gladioli. I was also well pleased with your Petunias and Pansies, which I raised from your seed.

Very truly yours,

H. W. CLAYBAUGH.

RICHARD DIENER CO., INC.

Railway Mail Service, Toronto, Canada.

Gentlemen: Last Spring I sent you a small order for Gladioli corms, intending to plant them on my place at Niagara Falls, N. Y. Later I changed my mind and planted them at Toronto. Probably you will be interested in the results.

I did not give them any special care more than that given my other Glads. and the ground was not the best. We had a very hot and dry Summer, making the blooms on all plants smaller than usual. Anna Eberius captured all who saw her. Blooms were a trifle over 5 inches in diameter. Thos. Kent was larger. Of Costa Rica, all I can say is, "Perfect," and a number of my friends who were fortunate enough to come around when it was in bloom agreed with me. Most of them bloomed early with me, but I entered a spike of Elizabeth Gerberding in the "Best Single Spike" class at our local flower show and carried off one of the prizes. Altogether I must say I am delighted with the stock and have not a single fault to find except that I did not buy enough.

When you issue your new catalogue I trust you will have a copy to spare for me, as I certainly want to try some more and increase the stock of some of the varieties I already have. I have a vision of what I want to get in a Glad. some day and I think it needs a bit of your strain to reach it.

Yours truly,

G. D. MURRAY.

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RICHARD DIENER CO., INC.

Paulding, Ohio, Aug. 20, 1919.

Dear Sirs: I am enclosing you a clipping from our local paper in reference to Mr. H. A. Hyde, as this flower seemed to attract as much favorable comment as any I had in my trial bed, and in my judgment it certainly is a beauty. Mrs. Wm. Kent, Anna Eberius, Diener's American Beauty, Jack London and Mrs. Bothin were also admired. Bothin spike was almost 6 feet high—5 feet 7 inches, to be exact. Mr. W. H. P. has certainly a wonderful collection of your flowers and is certainly very proud of them and very enthusiastic.

Very sincerely yours,

E. BUCK.

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RICHARD DIENER CO., INC.

Paulding, Ohio, Aug. 25, 1919.

Dear Sirs: I have put Diener on the map so far as Paulding, Ohio, is concerned and Paulding is considered the best Gladiola town in northwestern Ohio. Anna Eberius is proving very popular and florists write me for the cuttings. Your Thos. T. Kent is the most vigorous grower I have, with the largest spike, as many as fourteen flowers out at one time. Miss Maud Fay is fine; Mrs. Jno. R. Walsh is fine; Mr. Wm. Kent is delicate and a very fine flower; it is worth the money. Mrs. Jno. R. Walsh runs 5 feet 7 inches and Thomas T. Kent runs nearly 6 feet.

The mixed bulbs that you sent me have surely been wonderful. Among them there are many spikes nearly 6 feet tall and all sorts of shades and tints, many of them very beautiful. I have spent hours and hours in the field of mixed bulbs, seeing if I could discover their proper names from your catalogue. I think I have a number of them. Today I have a flower that looks very much like Wm. Kent in full bloom. It is pronounced the best thing in the garden. I also had four or five clear, light salmon pink, with scarcely any markings at all; fine, large flowers and spikes about 5 feet in height, as many as eight blooms out at once.

I wish to say that you will have a great demand for mixed bulbs from Paulding this coming year. Mr. J. E. R. told me this morning he wanted to buy a thousand, Dr. J. H. N. will buy a thousand, and in all probability E. B. will buy a thousand. My garden is a place of resort for discussion of Gladioli. I have visitors to it from Cincinnati, Toledo, Van Wert, Defiance and a score of other surrounding towns. Two ladies from Cincinnati visited the garden Sunday. They seemed to be flower growers and great lovers of flowers and said the garden was the finest they had ever seen and that there was nothing in Cincinnati to compare with it. The florist at Byran stated he had never seen anything as good.

I surely believe that you have Kundered greatly outclassed, although he has some very good varieties and I would not at all in any way want to show any prejudice against them because he really has some fine things; but to my mind your flowers are even better ruffled than his, much better in size and color.

I am always glad to hear from you and will keep you advised as to progress here. I shall have bloom in my garden for twenty or thirty days yet. It has been blooming now since the 24th of June. I have at least a thousand spikes still to bloom.

Yours truly,

W. H. PHIPPS.

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RICHARD DIENER CO., INC.

Syracuse, N. Y., Oct. 6, 1919.

Gentlemen: I shall be glad to receive your catalogue on Gladioli when ready for distribution. The bulbs I received from you for planting this year were the envy of all lovers of Glads. who saw them. Thos. T. Kent and Anna Eberius were especially fine.

Yours truly,

NED A. GYPHERS.

RICHARD DIENER CO., INC.

Woodstock, Ont., Oct. 6, 1919.

Dear Sirs: The Gladiolus bulbs you sent me are now done blooming and I can never tell you how much real enjoyment I had with them. The first one to bloom was Mrs. Wm. Kent and it was gorgeous and so large. Mrs. Mary Stearns Burke was also most beautiful. The cormels made very healthy plants and a great number of them bloomed this season. I would like one of your latest catalogues.

Yours truly, LILLIAN INGLESLEY.

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RICHARD DIENER CO., INC.

Spring Valley, Ill., Sept. 20, 1919.

Dear Sirs: About a year ago I wrote you asking advice as to planting your "better Gladioli in quantity." You replied, "Go slow; try five or six dozen of a kind." I did so. Unfortunately we had a very hot and dry season. I am enclosing a report of each kind. You may say not very good, but I am well pleased. A number of my customers want me to order some bulbs from you of Nos. 1, 10, 19, 22, 130, and 165, so will you please name me price to charge them per bulb. Some want a dozen to two dozen of all of these. When you issue your catalogue, wish you would send a copy to me.

Very truly, H. E. MURRAY.

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RICHARD DIENER CO., INC.

Bellingham, Wash., Jan. 8, 1919.

Dear Sirs: I am enclosing small order for Glad. bulbs. I had great luck with them last season and yours are very beautiful. Please send me the following Glad. bulbs: Mrs. Wm. Kent, Thos. T. Kent, Myrtle McNally, Mrs. Mary Stearns Burke.

Very truly yours, W. H. BOGERT.

* * * *

RICHARD DIENER CO., INC.

Floral Park, N. Y., July 3, 1918.

My Dear Sirs: On reaching home I find that the Petunia plants we raised from your seed are blooming. They are certainly monsters. You can not praise this strain too high.

Yours very truly, JOHN LEWIS CHILDS.

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RICHARD DIENER CO., INC.

The Garden Magazine, July 11, 1918.

My Dear Sirs: While at Floral Park the other day it was my privilege to inspect a row of your Ruffled Monster Petunias that was surely a pleasure to behold.

Sincerely yours, A. KRUHM, The Garden Magazine.

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RICHARD DIENER CO., INC.

Worcester, Mass., Jan. 14, 1918.

Dear Sirs: Please send me two packages of Petunia seed, Ruffled Monsters, and one package of pink and others mixed. I took first prize on flowers grown from your seed last year and I wish to try again.

Yours truly, MRS. A. M. FORBES.

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RICHARD DIENER CO., INC.

New York City, June 7, 1918.

Gentlemen: I recently sent you an order for a sample dozen of your mixed seedlings, "The Grand Prize P.-P. I. E. Strain." The bulbs have just reached me by mail and in excellent condition and I am astonished by their appearance. I never saw such Gladiolus bulbs in a growing experience of twenty-five years or more.

Very sincerely yours, W. R. COLE.

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RICHARD DIENER CO., INC.

West Palm Beach, Fla., Apr. 18, 1918.

Dear Sirs: Yours of the 8th received and its contents noted, and in reply would say my Gladiolas are now in full bloom. None came up to standard in height except Ross Valley. This is about 5 feet and has four side spikes. It is a glorious one. Anna Eberius bulb came up to full standard, both had two stems to each bulb and produced about sixty flowers each.

This is not a fair showing, for they were planted too late. If they had been planted in October, I think they would be much finer. All who see them think they are wonderful.

Respectfully yours, G. W. IDNER.

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RICHARD DIENER CO., INC.

Lakewood Ohio, Jan. 24, 1918.

Dear Sirs: Will you please send me one dollar's worth of your ruffled Petunia seed mixed? We bought some seed of you last year and were very pleased with the plants and blossoms. They were certainly beautiful. Kindly send as soon as possible and oblige,

Yours respectfully, S. J. BENNETT.

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA

RICHARD DIENER CO., INC.

Nov. 4, 1919.

Dear Sirs: I am pleased to announce that our Society won the Garden City Magazine Silver Medal for best quality of bloom and the Michell Bronze Medal (second prize) in largest display (non-professional) class at the recent show of the American Gladiolas Association in Detroit. A great many of the bloom were from your varieties, which are indescribably beautiful, so robust and of immense size. Your Petunias created a sensation locally, as did also the tomatoes. Though the season was anything but favorable, we had an immense crop, and just a friendly rivalry existed as to who had the biggest tomato, their size ranging from one and one-half to two pounds each.

Yours sincerely,

FRANK E. BENNETT,

President St. Thomas, Ontario, Horticultural Society.

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RICHARD DIENER CO., INC.

Wellsburg, W. Va., Oct. 23, 1919.

Gentlemen: Will you please mail me one of your catalogues? Also do you have any Giant Ruffled Petunia Seed like I bought of you last year; also price per ounce. The flowers from your Petunia seed were fine, some measuring seven inches across.

Yours very truly,

E. E. WORTHEN.

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RICHARD DIENER CO., INC.

Dover, N. H., Oct. 28, 1919.

Dear Sirs: Have not answered your letter of the 18th earlier as I have been so very busy digging. The bulbs all flowered well. The finest of the lot was to my mind Richard Diener and Diener's White; Anna Eberius was also fine. I am very fond of clear colors and do not care for the streaked or splashy ones; they do not appeal to me. Hope you will have a good lot of Richard Diener to offer soon, as I would like to get more of it.

With best regards, I am

Very truly yours,

H. E. MEADER.

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RICHARD DIENER CO., INC.

St. Anthony Park, St. Paul, Minn., Sept. 3, 1919.

Dear Sir: I want to write to you and tell what fine luck I had with your Gladioli and your Petunias. They were grand and beautiful. Everybody who saw your Glads said, "What beautiful ones," and they said they were going to send to you for bulbs this Fall. I will want some more Petunia seeds.

Very truly,

V. V. GEORGE.

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RICHARD DIENER CO., INC.

219 W. E. Ave., Zanesville, Ohio, Dec. 30, 1918.

Gentlemen: Please find enclosed an order for some of your new plants and seeds. We bought from you last year some of your Petunias and they beat anything in Petunias we ever saw.

G. W. CATON & SON.

* * * *

RICHARD DIENER CO., INC.

Toronto, Ont., Canada, Dec. 29, 1918.

Gentlemen: It was my intention to have written at an earlier date in reference to the Gladiolus bulbs received from you. I was delighted with all, but more especially with Mrs. Wm. Kent, Diener's American Beauty, Miss Maud Fay and Kentfield. Would like to receive your catalog for 1919.

Yours very truly,

W. LAWRENCE.

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RICHARD DIENER CO., INC.

Poughkeepsie, N. Y., Dec. 28, 1918.

Dear Sirs: Will you please send me a package of your Petunias—Diener's Ruffled Monster—also a package of Diener's Tomatoes, for which I enclose you \$1. I wish to say that I have been engaged as an amateur in raising flowers for many years and I have never had more satisfaction in raising anything than I did this Spring in raising Petunias from the seeds I purchased from you.

Yours truly,

F. B. LOWN.

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RICHARD DIENER CO., INC.

University Farm, St. Paul, Minn., Jan. 2, 1919.

Gentlemen: I have been interested in looking over your 1919 catalogue, which came to hand this morning, and my experience last season with the Petunias has caused me to risk a small quantity of other seeds and plants. We had some very fine Petunias from the ruffled sorts obtained from you last year. I would like the following list of seeds and will thank you to ship these at your very earliest convenience and oblige,

Yours very truly,

L. R. CADY.

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA

RICHARD DIENER CO., INC.

Chagrin Falls, Ohio, Jan. 31, 1918.

Dear Sirs: The Delphiniums purchased from you last year were the finest we ever grew.

WYKOFF FLORAL CO.

* * * *

RICHARD DIENER CO., INC.

Toronto, Nov. 5, 1918.

Dear Sirs: The blooming season of Gladiolus being over, I want to write and tell you how delighted I have been with your flowers. I expected great results, but I was more than pleased and I certainly shall order many more from you next year. Please send me your 1919 catalogue as early as possible, so I shall be sure and get all I order.

Sincerely yours,

HAROLD J. CHILDS.

* * * *

RICHARD DIENER CO., INC.

Portland, Ore., Jan. 13, 1919.

Dear Sirs: Mr. J. A. W. of St. Thomas, Ont., whose strains of Dahlias we distribute, had some of your Gladioli that were magnificent, and at Mr. W.'s suggestion we contemplate going into the Gladioli line and would like to grow and handle the best, as we do in the Dahlias. The specimens of your stock that he grew last year were incomparably superior to anything at the London, Toronto or St. Thomas shows.

Yours truly,

RIDEAU DAHLIA GARDENS.

* * * *

RICHARD DIENER CO., INC.

Ridgewood, N. J., Jan. 7, 1919.

Gentlemen: I would like to state that I have grown your Delphinium Hybrids of seed purchased of you two years ago and have the most wonderful plants and flowers I ever saw; also the Cucumber never had anything to equal it.

Respectfully,

W. F. BARKHAM.

* * * *

RICHARD DIENER CO., INC.

Franklin, Pa., Mar. 18, 1919.

Gentlemen: I have had letters from several parties interested in your Gladioli, asking for the names of varieties I would recommend to them. I told them that I had only a few varieties, but they were all good. Diener's American Beauty was a wonderful Glad. and produces more bulblets than any variety I had planted, and I have about seventy-five varieties planted. Wishing you success, I remain,

Very truly yours,

H. W. CLAYBAUGH.

* * * *

RICHARD DIENER CO., INC.

St. Thomas, Ont., Feb. 5, 1919.

Gentlemen: Herewith another order for Gladioli. Those ordered last year gave perfect satisfaction, as did the Petunias raised from seed got from you.

Very truly yours,

J. C. CROMBIE.

* * * *

RICHARD DIENER CO., INC.

Oakland, Me., Nov. 2, 1918.

Gentlemen: I was much pleased with the bulbs you sent me last Spring. Among them were several that particularly appealed to me. Of the named ones I consider Anna Eberius worthy of special mention. I am so impressed with it that I am enclosing postal money order for \$2.50 for one dozen bulbs. Please reserve them and forward them to me next Spring. I shall want some others and will order them on receipt of your new catalogue.

Yours very truly,

H. L. HUNTON.

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RICHARD DIENER CO., INC.

Kingston, Ont., Canada, Feb. 24, 1919.

Gentlemen: The Gladioli and package of Petunia seed that I got from you last year proved to be very satisfactory.

* * * *

R. E. KENT.

RICHARD DIENER CO., INC.

Manchester, Iowa, Feb. 19, 1919.

Gentlemen: Please send me the following seeds: . . . Enclosed you will find money order. Will say we visited a field of your Gladioli grown by L. F. of Earlville and certainly never saw anything like them.

Yours,

H. J. NEW.

* * * *

RICHARD DIENER CO., INC.

Oakland, Cal., Feb. 14, 1919.

Gentlemen: The Petunias and Pansies that I ordered last year did beautifully and were much admired.

Sincerely,

MRS. BERRINGER.

* * * *

RICHARD DIENER CO., INC.

Lansing, Mich., Feb. 8, 1919.

Gentlemen: I wish to express my appreciation and admiration for the Gladioli purchased of you last year. I liked Anna Eberius and Thos. T. Kent especially well. They were all fine, even many of the 1,000 bulblets bloomed, and I expect still better results from them this season, as they will be acclimated.

Very sincerely yours, M. G. TOUNE, Fenton, Mich.

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA

RICHARD DIENER CO., INC.

Mapledale Farm, Nassau, N. Y., Mar. 6, 1919.

Gentlemen: I am sending you another small order for Gladiolus. I must tell you of the ones I got of you last year. Mrs. Wm. Kent was simply grand; No. 130 Thos. T. Kent was a sensation. I exhibited it at our county fair and I wish you could have heard the remarks praising it. For beauty and size it far surpassed anything I had, and I have 125 named varieties growing. The Petunias were more than fine; I hope to give a better report next year.

Yours for flowers,

MRS. G. W. BAIN.

* * * *

RICHARD DIENER CO., INC.

Templeton, Mass., Feb. 10, 1919.

Gentlemen: I would like to have your catalogue for 1919. The Petunias I raised from the seed I had from you last year were the best ever.

Respectfully yours,

F. F. FLETCHER.

* * * *

RICHARD DIENER CO., INC.

West Palm Beach, Fla., Jan. 27, 1919.

Gentlemen: I have been selling cucumbers from seed you sent me. They are fine, about ten inches long. Have tomato plants up and will give them a good trial.

Respectfully,

G. W. IDNER.

* * * *

RICHARD DIENER CO., INC.

Lancaster, Pa., Jan. 27, 1919.

Dear Sirs: Just a word about the Glads. I received from you last year. I tried the following: American Beauty, Mrs. Wm. Kent, Sarah Lillie, Thos. T. Kent. They were all beautiful and did fine for me. Mrs. Wm. Kent was *extra fine*. It was the finest variety I had, and I have almost one hundred varieties. I hope I have selected some that are equally as good. Order enclosed. Thanking you for all favors, I beg to remain,

Yours very truly,

WM. M. HAWMAN.

* * * *

RICHARD DIENER CO., INC.

Cleveland, Ohio, Feb. 1, 1919.

Dear Sirs: Last year I bought from you Petunia seeds. They are growing fine and I am pleased with them. It was a real joy of merit.

Thankfully,

F. MZIK.

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RICHARD DIENER CO., INC.

Green Bay, Wis., Jan. 19, 1919.

Dear Sirs: Your Gladioli last year were very handsome. I did very well.

M. L. DESNOYERS.

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RICHARD DIENER CO., INC.

Spokane, Wash., Dec. 11, 1918.

Dear Sirs: Many, many thanks for those beautiful bulbs you sent to me. I received those yesterday. Was pleased is saying it mild. Such beautiful bulbs and such an abundance of them. I cannot thank you enough. Will write and tell you next summer about my results and their beauty. Will send you my order hereafter, as those I received from the East and also West were diseased and frozen and not true to name. Will recommend you to my friends. Thanking you again, I remain,

Yours truly,

MRS. J. C. ARMBUSTER.

* * * *

RICHARD DIENER CO., INC.

Philadelphia, Jan. 13, 1919.

Gentlemen: I had such remarkable success with Petunia seeds bought from you last year that I want to give my friends a packet for trial this year. Enclosed is my check for \$5.00.

Sincerely yours,

H. B. HATCH.

* * * *

RICHARD DIENER CO., INC.

Lakewood, O., Jan. 20, 1919.

Dear Sirs: Will you please send me a packet of your Petunia seed? We have been sending to you the past two years and never grew such beautiful Petunias. I have looked for your advertisement in the Review, but it has not appeared yet, so I am enclosing two dollars cash. Please send seed for that amount—the best you have—and oblige,

Yours respectfully,

S. J. BENNETT.

* * * *

RICHARD DIENER CO., INC.

Paulding, Ohio, Feb. 25, 1919.

Gentlemen: I raised your Petunias last year and must say that they were beyond my expectations and were admired by everybody, fully coming to your description in catalogue.

Yours truly,

E. BUCK.

RICHARD DIENER CO., INC.

Lynchburg, Va., Jan. 27, 1919.

Gentlemen: I received about ten of your named varieties. I feel that Diener's White, which is withdrawn this year from sale, and Thos. T. Kent are the gems. Thos. T. Kent had three large stalks, three good bulbs and 211 cormels, which I hope to plant this year. Diener's White is a wonderful flower. It also propagated freely in bulblets.

Your Petunias justify your enthusiasm and I shall try them again.

Delphiniums are a hobby of mine and I have reason to hope that your Vanderbilt hybrids will maintain the very best traditions of their family. I only had blooms from seed and was astounded.

Yours very truly,

F. S. KIRKPATRICK.

* * * *

RICHARD DIENER CO., INC.

Philadelphia, Apr. 3, 1919.

Gentlemen: Today is the 3rd of April and I received my Geranium plants, and I must say I never received anything so nice as those plants, for they are beautiful, and I am very much pleased. Thanking you very kindly and with my best wishes, I remain,

Yours,

S. V. SMITH.

* * * *

Woodcote, Alverstoke, Hants, England, March 12, 1919.

RICHARD DIENER CO., INC.

Dear Sirs: Just a line to let you know that the bulbs arrived safely; a few of them had started to grow. * * * The first sowing of the Petunia seed did well and I have some sturdy plants about 8 inches high, which after another shift should produce a wealth of bloom. Each of the other seeds which have been sown are coming up and doing well.

Yours faithfully,

G. CHURCH.

* * * *

RICHARD DIENER CO., INC.

Roslindale, Mass., Mar. 10, 1919.

Dear Sirs: Received my order from you and most heartily thank you. You said that you would send some good ones, and to say your liberality surprised me would but put it mildly. You outdid any anticipation on my part and most agreeably astonished me. The bulbs were examined separately and noted and each one checked up as to color and other detail and promise flowers such as are not seen anywhere around here. * * * Your bulbs are sturdiness and quality combined and shall write you just the results obtained.

I remain most sincerely yours,

B. J. NORLEY.

* * * *

RICHARD DIENER CO., INC.

Stockton, Cal., Jan. 14, 1919.

Dear Sirs: The Gladiolas I got from you last year were the prettiest collection ever seen around here. The Petunias were also grand and very large. Your Cucumber is a wonder; we planted four plants, had all the Cucumbers we wanted to eat and made twenty-five gallons of pickles. We are now going to try some more of your creations and am positive they will be what you say of them.

Respectfully,

C. F. HOLMAN.

* * * *

RICHARD DIENER CO., INC.

Montreal, Canada, Mar. 17, 1919.

Gentlemen: I was very much pleased with bulbs of Thos. T. Kent I received from you last year. I wish that you were not so distant, as I would like to try your Delphinium and Washington Geranium. * * *

Yours very truly,

H. H. CRAIG.

* * * *

RICHARD DIENER CO., INC.

Wilkes-Barre, Pa., Apr. 13, 1919.

Dear Sirs: Last summer I saw a bed of your variegated Petunias growing in Wilkes-Barre Park, near the Susquehanna River, and was very much impressed by their beautiful color and form, and I can truthfully say that it was the finest bed of Petunias that I ever saw. Enclosed please find money order for 50c, for which please send me a package of your mixed variegated Petunias. * * *

Respectfully yours,

D. L. DAVIS.

* * * *

RICHARD DIENER CO., INC.

Windham Depot, N. H., Apr. 17, 1919.

Dear Sirs: My Gladioli bulbs came today in first-class condition and I want to thank you for the extra bulbs and want to say I am more than pleased with them. They are such nice bulbs for the money. A friend was with me when they came and she immediately got my catalogue and made out an order for a few bulbs. Thanking you again, I remain,

Respectfully yours,

MRS. E. C. HILL.

RICHARD DIENER CO., INC., KENTFIELD, MARIN COUNTY, CALIFORNIA

RICHARD DIENER CO., INC.

Susquehanna, Pa., June 16, 1918.

Gentlemen: Enclosed find \$1.00, for which please send me some of your best Pansy seed. If they are anything like your Petunias they will be the best yet, as they are some of the finest I ever saw.

Very respectfully,

C. ANDREWS.

* * * *

RICHARD DIENER CO., INC.

Syracuse, N. Y., Apr. 25, 1919.

Gentlemen: I received Gladiolus ordered from you promptly, together with several extra bulbs which you sent gratis. The bulbs are fine and in good condition and I anticipate some pleasure watching them grow and bloom this Summer. Thanking you and kindly put me on your list for 1920 catalogue.

Respectfully yours,

T. W. OBERT.

* * * *

RICHARD DIENER CO., INC.

St. Louis, Mo., May 9, 1919.

Gentlemen: After seeing your Petunias in bloom (from seeds gotten from you), we could not help from writing you what grand flowers they are; certainly the best strain and size of flowers we have ever had. Thank you. Will let you hear from us later.

Yours truly,

C. BEYER.

* * * *

RICHARD DIENER CO., INC.

Scranton, Pa., July 17, 1919.

Gentlemen: I had good luck with your Petunias. They are certainly fine.

W. G. SCHULTZ.

* * * *

RICHARD DIENER CO., INC.

San Mateo, Cal., July 26, 1919.

Dear Sirs: Last year my Pansies were the delight of all passing our home and now, in July, they are better than any strain I ever had. They have been in bloom since February.

MRS. G. C. ROSS.

* * * *

RICHARD DIENER CO., INC.

Weiser, Idaho, Aug. 1, 1919.

Gentlemen: The Petunia plants created a sensation among my friends, who never tire of admiring them. Our florist here has been converted to your stock against his will and asked me for your catalogue, as he desires to order both Petunia and Gladioli from you. Thanking you for the excellent stock which you sent me, I am,

Very truly yours,

B. S. VARIAN.

* * * *

RICHARD DIENER CO., INC.

Charlestown, N. H., Aug. 1, 1919.

Gentlemen: I am enclosing P. O. order for \$1.00, for which please send me one-eighth ounce Pansy seed, "Giganteum." Those I raised from seed purchased of you last year have been very fine, and also the Delphinium, of which I can say I never saw anything finer. It grows seven to eight feet high, with immense clusters of flowers.

Yours truly,

S. S. WEBBER.

* * * *

RICHARD DIENER CO., INC.

Putnam, Conn., Aug. 4, 1919.

Dear Sirs: The few Gladiolus bulbs I had of you in the Spring are flowering magnificently; best of anything I have grown for over twenty years. Do not fail to send me your next catalogue.

Very truly,

MRS. R. P. DANIELSON.

* * * *

RICHARD DIENER CO., INC.

Paulding, Ohio, Aug. 23, 1919

Dear Sirs: I have raised your Petunias for two years and they cannot be beat. Send me your new catalogue and oblige,

Yours,

J. E. RUSSELL.

* * * *

RICHARD DIENER CO., INC.

Rochester, N. Y., Aug. 18, 1919.

Gentlemen: You will remember that I planted quite a collection of your varieties last Spring and they have created much favorable comment from the hundreds of visitors who have looked over my gardens. I have taken quite a few orders for your bulbs from parties who wish to grow them and I shall raise more of them myself another year.

Yours truly,

J. C. DAVIS.

Lynchburg, Va., July 22, 1919.

RICHARD DIENER CO., INC.

Dear Sirs: I am sure you will be interested to know how some of your bulbs came out in my garden. If I were confined to one variety of Gladiolus, I believe I would unquestionably select Thos. T. Kent, which I regard as one of the most beautiful and the most satisfactory Gladiolus I have ever grown. The size of the bloom, the number open at one time upon the stalk and its rich dyes all unite to make it the most impressive flower of its family, in my judgment. Then, too, the plant is so sturdy and it reproduces so rapidly that I believe it ought to be in every collection of flowers and especially in the hands of those not skilled in Gladiolus culture. I am sending you a photograph of a basket of Thos. T. Kents. I doubt whether you can get a more winsome reproduction of this flower, but I may be partial.

I had one bulb of Richard Diener, but I left home before it was fully developed. I showed it, when only two blossoms had opened, to a florist here and he said it was easily the most attractive flower that he had ever seen. I hope very much that it will throw off bulblets that will enable me to reproduce it.

Of your other varieties I particularly commend American Beauty. I do not think I ever saw more flowers open on one stalk at a time. This is true not of one individual spike, but is apparently a fixed characteristic of the flower. Its coloring also is unique and attractive.

I am exceedingly glad to have had your flowers in my garden and I hope to increase them the coming season.

With very kind regards and most cordial wishes for your success, I am,

Yours very truly,

F. S. KIRKPATRICK.

* * * *

Langhorne, Pa., Sept. 11, 1919.

RICHARD DIENER CO., INC.

Gentlemen: Please send me your 1920 catalogue. Everything we bought from you in 1919 was fine, far above every other place we bought from.

A. W. BUTTERWORTH.

* * * *

Rochester, N. Y.

RICHARD DIENER CO., INC.

Gentlemen: In April last you sent us some of your Gladiola bulbs and they certainly produced flowers as stated in your catalogue. We are planning on increasing our variety.

Yours truly,

WM. J. FRECKLETON.

* * * *

Wellsburg, W. Va.

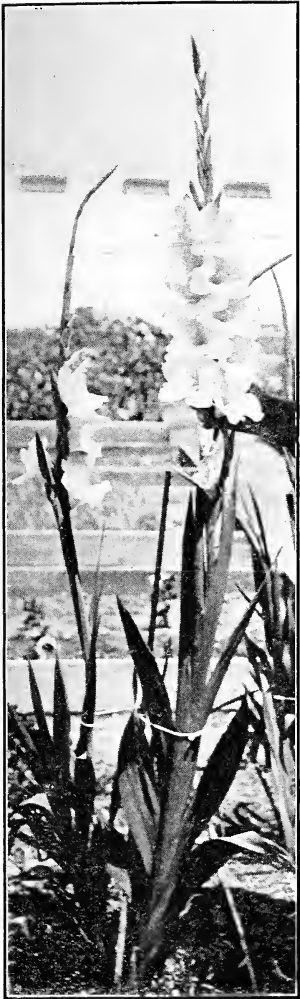
RICHARD DIENER CO., INC.

Gentlemen: Will you please mail me one of your catalogues? Also do you have any Giant Ruffled Petunia seed like I bought of you last year; also price per ounce. The flowers from your Petunia seed were fine, some measuring seven inches across.

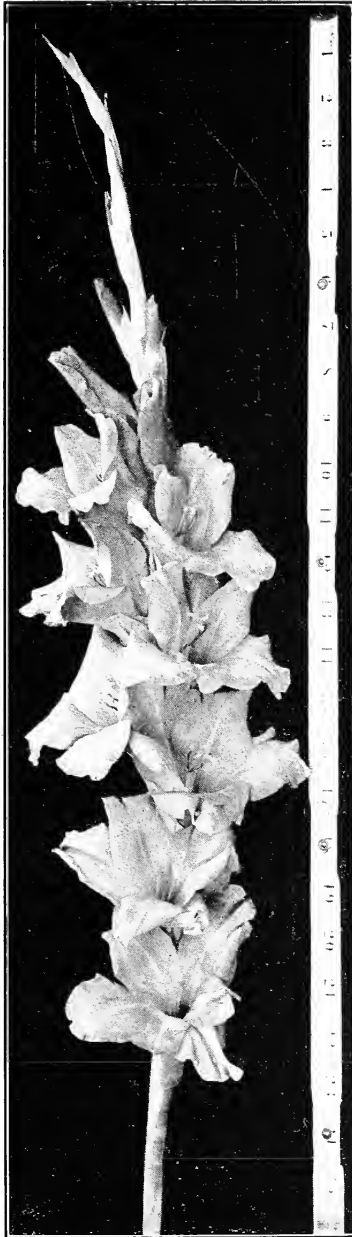
Yours very truly,

E. E. WORTHEN.

Note.—As to the colored pictures of the Gladiolus, the artist has tried his very best to get them as true as possible, but as the flowers had to be greatly reduced to fit in their space, found this rather difficult. For instance, a single flower of the Thomas T. Kent would fill the space of four of the flowers shown herein, but the same had to be greatly reduced. The color of this flower is as true as can be gotten. No. 200 Mr. H. A. Hyde is about as true as can be gotten; No. 202 Mrs. John R. Walsh is true; No. 38 Jack London is as close as we could get it; No. 204 Frank J. Symmes should be a little more of a salmon shade; No. 83 Mrs. Willard Richardson is exact; No. 10 Anna Eberius is not purple enough, but it seems to be a rather difficult color to reproduce in print. The Mary Stearns Burke No. 188 is absolutely perfect; very true to color. The Petunia picture is true to life, so is the Tomato. This year our bulbs are of a very fine quality and are well sun-cured.



No. 166
 "Diener's White"
 showing stem
 6 feet high



No. 96
 "Richard Diener"



No. 136
 "Adeline Kent"



Part View of Our Nursery, with the Famous Mt. Tamalpais in the Background